# Arbitron TV affiliates and independents audience share

## Rankings spotlight daypart rivalry in markets 51-100

**SAN ANTONIO (51)**

| Station (Ranked by sign-on to sign-off share) | Sign-on Sign-off | Prime | Access | Early fringe |
|---|---|---|---|---|
| KSAT-TV (A) | 33 | 31 | 40 | 23 |
| KENS-TV (C) | 32 | 32 | 17 | 34 |
| KMOL-TV (N) | 25 | 27 | 31 | 32 |
| KWEX-TV | 6 | 8 | 3 | 6 |

**FLINT-SAGINAW-BAY CITY (52)**

| | | | | |
|---|---|---|---|---|
| WNEM-TV (N) | 36 | 34 | 42 | 35 |
| WJRT-TV (A) | 29 | 29 | 15 | 26 |
| WEYI-TV (C) | 13 | 17 | 22 | 15 |
| WJIM-TV (C) (Lansing) | 4 | 6 | 4 | 3 |

**GREENSBORO-WINSTON SALEM-HIGH POINT (53)**

| | | | | |
|---|---|---|---|---|
| WFMY-TV (C) | 35 | 34 | 27 | 30 |
| WGHP-TV (A) | 26 | 28 | 37 | 29 |
| WXII-TV (N) | 24 | 25 | 15 | 23 |
| WBTV (C) (Charlotte) | 3 | 3 | 5 | 4 |

**WICHITA-HUTCHINSON (54)**

| | | | | |
|---|---|---|---|---|
| KARD-TV (N) | 29 | 29 | 38 | 35 |
| KAKE-TV (A) | 29 | 29 | 36 | 30 |
| KTVH (C) | 28 | 30 | 15 | 20 |

**LITTLE ROCK (55)**

| | | | | |
|---|---|---|---|---|
| KATV (A) | 32 | 33 | 39 | 34 |
| KARK-TV (N) | 32 | 31 | 25 | 34 |
| KTHV (C) | 26 | 28 | 22 | 20 |

**TOLEDO (56)**

| | | | | |
|---|---|---|---|---|
| WTOL-TV (C) | 31 | 31 | 22 | 30 |
| WTVG (N) | 30 | 29 | 39 | 29 |
| WDHO-TV (A) | 22 | 25 | 16 | 21 |
| WKBD (Detroit) | 4 | 1 | 11 | 4 |

**TULSA (57)**

| | | | | |
|---|---|---|---|---|
| KTUL-TV (A) | 34 | 33 | 38 | 37 |
| KOTV (C) | 25 | 28 | 20 | 25 |
| KTEW (N) | 25 | 23 | 25 | 21 |

**SHREVEPORT-TEXARKANA (58)**

| | | | | |
|---|---|---|---|---|
| KSLA-TV (C) | 32 | 34 | 34 | 36 |
| KTBS-TV (A) | 28 | 27 | 33 | 25 |
| KTAL-TV (N) | 20 | 23 | 17 | 14 |
| KLTV (A/N) (Tyler) | 4 | 3 | 3 | 4 |

**KNOXVILLE (59)**

| | | | | |
|---|---|---|---|---|
| WBIR-TV (C) | 37 | 36 | 34 | 39 |
| WATE-TV (A) | 27 | 27 | 32 | 27 |
| WTVK (N) | 16 | 18 | 11 | 13 |

**MOBILE-PENSACOLA (60)**

| | | | | |
|---|---|---|---|---|
| WKRG-TV (C) | 37 | 36 | 44 | 33 |
| WEAR-TV (A) | 30 | 29 | 35 | 36 |
| WALA-TV (N) | 20 | 24 | 10 | 17 |
| WLOX-TV (A) (Biloxi) | 4 | 4 | 3 | 3 |
| WTBS (Atlanta) | 3 | 2 | 2 | 4 |

**ROANOKE-LYNCHBURG (61)**

| | | | | |
|---|---|---|---|---|
| WDBJ-TV (C) | 36 | 34 | 34 | 33 |
| WSLS-TV (N) | 27 | 27 | 31 | 23 |
| WSET-TV (A) | 17 | 19 | 12 | 19 |
| WFMY-TV (C) (Greensboro) | 3 | 3 | 2 | 4 |
| WXII-TV (N) (Winston-Salem) | 3 | 3 | 4 | 4 |

**DES MOINES (62)**

| | | | | |
|---|---|---|---|---|
| KCCI-TV (C) | 34 | 32 | 44 | 32 |
| WHO-TV (N) | 29 | 27 | 25 | 29 |
| WOI-TV (A) | 22 | 26 | 16 | 24 |

**SYRACUSE (63)**

| | | | | |
|---|---|---|---|---|
| WSTM-TV (N) | 31 | 29 | 23 | 28 |
| WTVH (C) | 28 | 28 | 43 | 30 |
| WIXT (A) | 23 | 25 | 14 | 25 |

**RICHMOND (64)**

| Station (Ranked by sign-on to sign-off share) | Sign-on Sign-off | Prime | Access | Early fringe |
|---|---|---|---|---|
| WTVR-TV (C) | 36 | 35 | 28 | 30 |
| WXEX-TV (A) | 26 | 28 | 30 | 27 |
| WWBT (N) | 28 | 30 | 34 | 35 |

**OMAHA (65)**

| | | | | |
|---|---|---|---|---|
| WOWT (C) | 31 | 31 | 30 | 34 |
| KETV (A) | 29 | 31 | 15 | 18 |
| KMTV (N) | 27 | 27 | 43 | 30 |
| KOLN-TV (C) (Lincoln) | 3 | 2 | 4 | 6 |

**JACKSONVILLE (66)**

| | | | | |
|---|---|---|---|---|
| WJXT (C) | 43 | 35 | 37 | 44 |
| WTLV (A) | 24 | 25 | 33 | 27 |
| WJKS-TV (N) | 20 | 26 | 18 | 15 |

**GREEN BAY (67)**

| | | | | |
|---|---|---|---|---|
| WBAY-TV (C) | 31 | 30 | 29 | 33 |
| WFRV-TV (N) | 30 | 31 | 42 | 33 |
| WLUK-TV (A) | 27 | 30 | 19 | 13 |
| WLUC-TV (C/A/N) (Marquette) | 3 | 3 | 2 | 3 |

**ROCHESTER (68)**

| | | | | |
|---|---|---|---|---|
| WOKR (A) | 31 | 30 | 33 | 31 |
| WHEC-TV (C) | 25 | 26 | 19 | 22 |
| WROC-TV (N) | 21 | 24 | 21 | 18 |
| WUHF-TV | 13 | 10 | 8 | 19 |

**FRESNO (69)**

| | | | | |
|---|---|---|---|---|
| KFSN-TV (C) | 26 | 24 | 32 | 34 |
| KMJ-TV (N) | 23 | 27 | 15 | 17 |
| KJEO (A) | 21 | 27 | 13 | 15 |
| KMPH-TV | 15 | 9 | 24 | 22 |
| KBAK-TV (A) (Bakersfield) | 3 | 3 | 4 | 2 |

**DAVENPORT-ROCK ISLAND-MOLINE (70)**

| | | | | |
|---|---|---|---|---|
| WOC-TV (N) | 31 | 30 | 24 | 26 |
| WQAD-TV (A) | 27 | 26 | 31 | 23 |

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# Nets dominate in markets 51 through 100

By MAURINE CHRISTOPHER

NEW YORK—Television is pretty much ABC, CBS and NBC's world out there in Arbitron markets 51 through 100. That conclusion jumped off the page when audience share rankings for those cities were put together by a broadcast researcher for ADVERTISING AGE.

This is part two of the May sweeps share analysis. An earlier story covered markets 1-50 and presented a somewhat different picture with more independents fighting for viewers (AA, June 30). Part three will wind up this series with markets 101-150.

From San Antonio to Waco-Temple the stations in each Arbitron area of dominant influence are ranked in terms of sign-on to sign-off household shares. Home shares for prime, access and early periods also are included in this report.

The May sweeps are among the material most buyers will consult when making their purchases for fall. They cover diary reports for viewing for April 30 to May 27.

■ The overriding conclusion to be drawn from these tables: The potency of the Big 3 commercial over-the-air networks remains awesome across the country. The dominance of the three giants stands out even more in these markets with their dearth of local indies or reported distant indies than it did in the case of the first 50 markets covered in the earlier article.

The home town ABC, CBS or NBC affiliates took the No. 1, 2 and 3 positions in varying order in all markets up to 100 for full-day shares. But network popularity fluctuates widely across the land.

Fragmentation in these markets came more from overlapping network affiliates turning up in the same a.d.i. than from independents. In the May Arbitron report there were no indies registering a three sign-on to sign-off share in 17 of markets 51 through 100; this was the cutoff point for inclusion in the market-by-market tables.

Stations chalking up the most enviable numbers sign-on to sign-off were KYTV (NBC), Springfield, Mo., 47; WIS-TV (NBC), Columbia, S.C., 46; KELO-TV (CBS), Sioux Falls, 44; WJXT (CBS), Jacksonville, 43; WCYB-TV (NBC), Bristol-Kingsport, 40, and KOLN-TV (CBS), Lincoln-Hastings-Kearney, both with 40.

Among the outstanding prime time averages for the month: 41, KELO-TV (CBS), Sioux Falls; 39, KYTV-TV (NBC), Springfield, Mo.; 38, WCYB-TV, Bristol; 37, WBIR-TV (CBS), Knoxville and WAFB-TV (CBS), Baton-Rouge; 36, WKRG-TV (CBS), Mobile-Pensacola, KOLN-TV (CBS), Lincoln, Neb., and WKYT-TV (CBS), Lexington, Ky.

WIS-TV outranked its competition in all four columns, with a 40 in prime, 65 in access and 47 in early fringe. Access in many markets dramatically demonstrated the importance of program choice. WIS-TV won the network lead-in access period with ITC's Muppets on Monday, playing with four days of "Happy Days Again" from Paramount.

In San Antonio, KSAT-TV chalked up a 40 access share with "PM Magazine" from Group W. WNEM-TV, Bay City, scored 42 with "M*A*S*H" five days a week. KCCI-TV, Des Moines, pulled a 44 audience access share with "M*A*S*H" Monday through Thursday and a Friday press conference. "M*A*S*H" Monday through Thursday and "Hee Haw" from Yongestreet drew a 44 for WKRG-TV in Mobile-Pensacola.

The only satellite-imported superstation showing up far from home in these lists was WTBS, Atlanta. Now being fed by Satcom I to more than 8,000,000 cable homes throughout America, WTBS rated well enough in the Arbitron diaries to make the lineup in four cities in this analysis.

A three was reported for WTBS in Pensacola, Chattanooga and West Palm Beach. The Turner Broadcasting station pulled a four full telecast day share in Huntsville-Decatur-Florence. The best part of the Huntsville-Decatur tv audience pie was split by five major net affiliates—two each for NBC and ABC, but CBS' WHNT-TV was way ahead in access and, with a 42 share, comfortably in front of all the other categories.

Six affiliates had reportable audiences in the West Palm Beach market—two for each major net. In this case, the comfortable leader was WPTV, West Palm Beach, an NBC station, which drew a 51 share in access time by stripping 20th Century-Fox' "M*A*S*H."

WUHE-TV, a uhf station started only last year, had established itself well enough to be a noticeable No. 4 in the Rochester, N.Y., market with a 13 full telecast day share. That's high enough to place among the country's leading indies in that category. #

# Arbitron TV affiliates and independents audience share

## Rankings spotlight daypart rivalry in markets 51-100

| Station (Ranked by sign-on to sign-off share) | Sign-on Sign-off | Prime | Access | Early fringe |
|---|---|---|---|---|
| (Continued from Page 60) | | | | |
| WHBF-TV (C) | 25 | 28 | 30 | 32 |
| **CHATTANOOGA (71)** | | | | |
| WTVC (A) | 30 | 27 | 17 | 27 |
| WDEF-TV (C) | 28 | 29 | 25 | 30 |
| WRCB-TV (N) | 27 | 29 | 38 | 27 |
| WTBS (Atlanta) | 3 | 3 | 3 | 3 |
| **SPRINGFIELD-DECATUR-CHAMPAIGN (72)** | | | | |
| WCIA (C) | 32 | 28 | 41 | 27 |
| WICS-TV (N) | 25 | 28 | 13 | 27 |
| WAND (A) | 25 | 27 | 29 | 27 |
| **SPOKANE (73)** | | | | |
| KHQ-TV (N) | 29 | 29 | 47 | 37 |
| KXLY-TV (A) | 28 | 28 | 20 | 20 |
| KREM-TV (C) | 25 | 25 | 19 | 24 |
| **PORTLAND-POLAND SPRING (74)** | | | | |
| WCSH-TV (N) | 30 | 26 | 26 | 22 |
| WGAN-TV (C) | 24 | 22 | 21 | 40 |
| WMTW-TV (A) | 20 | 23 | 25 | 14 |
| WABI-TV (C) (Bangor) | 3 | 3 | 4 | 4 |
| **ALBUQUERQUE (75)** | | | | |
| KOAT-TV (A) | 35 | 32 | 37 | 30 |
| KOB-TV (N) | 27 | 30 | 23 | 35 |
| KGGM-TV (C) | 26 | 26 | 24 | 26 |
| **PADUCAH-CAPE GIRARDEAU-HARRISBURG (76)** | | | | |
| KFVS-TV (C) | 37 | 33 | 40 | 40 |
| WPSD-TV (N) | 34 | 33 | 33 | 34 |
| WSIL-TV (A) | 12 | 17 | 8 | 11 |
| **WEST PALM BEACH (77)** | | | | |
| WPTV (N) | 32 | 27 | 51 | 34 |
| WPEC (A) | 20 | 25 | 9 | 13 |
| WTVJ (C) (Miami) | 15 | 16 | 9 | 18 |
| WCKT (N) (Miami) | 8 | 6 | 14 | 11 |
| WPLG (A) (Miami) | 7 | 6 | 7 | 8 |
| WTVX (C) (Fort Pierce-Vero Beach) | 6 | 6 | 3 | 7 |
| WTBS (Atlanta) | 3 | 3 | 1 | 4 |
| **JOHNSTOWN-ALTOONA (78)** | | | | |
| WJAC-TV (N) | 34 | 31 | 27 | 29 |
| WTAJ-TV (C) | 32 | 32 | 28 | 29 |
| WTAE-TV (A) (Pittsburgh) | 11 | 15 | 11 | 12 |
| KDKA-TV (C) (Pittsburgh) | 4 | 5 | 10 | 8 |
| WOPC (A) | — | — | — | — |
| **CEDAR RAPIDS-WATERLOO (79)** | | | | |
| KWWL-TV (N) | 30 | 30 | 36 | 25 |
| WMT-TV (C) | 30 | 26 | 34 | 32 |
| KCRG-TV (A) | 28 | 30 | 19 | 32 |
| **JACKSON, MISS. (80)** | | | | |
| WLBT (N) | 34 | 31 | 36 | 42 |
| WJTV (C) | 28 | 31 | 31 | 24 |
| WAPT-TV (A) | 14 | 15 | 14 | 13 |
| WABG-TV (A) (Greenwood-Greenville) | 5 | 6 | 2 | 3 |
| KNOE-TV (C) (Monroe-West Monroe, La.) | 4 | 3 | 1 | 3 |
| **YOUNGSTOWN (81)** | | | | |
| WKBN-TV (C) | 31 | 29 | 42 | 40 |
| WFMJ-TV (N) | 22 | 23 | 14 | 13 |
| WYTV (A) | 21 | 24 | 14 | 18 |
| WEWS (A) | 6 | 4 | 6 | 5 |
| (Cleveland) | | | | |
| WJKW-TV (C) (Cleveland) | 3 | 2 | 3 | 3 |
| WKYC-TV (N) (Cleveland) | 3 | 3 | 2 | 3 |
| **SOUTH BEND-ELKHART (82)** | | | | |
| WNDU-TV (N) | 28 | 29 | 38 | 28 |
| WSBT-TV (C) | 26 | 28 | 19 | 25 |
| WSJV-TV (A) | 24 | 27 | 20 | 11 |
| WGN-TV (Chicago) | 5 | 2 | 4 | 4 |
| WHME-TV | 3 | 1 | 5 | 8 |
| **SPRINGFIELD, MO. (83)** | | | | |
| KYTV (N) | 47 | 39 | 57 | 48 |
| KOLR-TV (C) | 28 | 34 | 26 | 25 |
| KMTC (A) | 10 | 13 | 5 | 9 |
| **BRISTOL-KINGSPORT-JOHNSON CITY (84)** | | | | |
| WCYB-TV (N) | 40 | 38 | 36 | 40 |
| WJHL-TV (C) | 32 | 34 | 37 | 29 |
| WKPT-TV (A) | 9 | 12 | 6 | 10 |
| WBIR-TV (C) (Knoxville) | 3 | 3 | 2 | 3 |
| **LINCOLN-HASTINGS-KEARNEY (85)** | | | | |
| KOLN-TV (C) | 40 | 36 | 36 | 44 |
| KHGI-TV (A) | 19 | 22 | 26 | 17 |
| KHAS-TV (N) | 12 | 13 | 10 | 10 |
| KETV (A) (Omaha) | 8 | 9 | 5 | 4 |
| KMTV (N) (Omaha) | 6 | 7 | 11 | 6 |
| **SPRINGFIELD, MASS. (86)** | | | | |
| WGGB-TV (A) | 32 | 34 | 33 | 28 |
| WWLP (N) | 28 | 25 | 30 | 28 |
| WFSB-TV (C) (Hartford) | 20 | 23 | 17 | 18 |
| WVIT (N) (New Britain-Hartford) | 4 | 4 | 3 | 7 |
| **PEORIA (87)** | | | | |
| WEEK-TV (N) | 29 | 29 | 38 | 33 |
| WRAU-TV (A) | 27 | 28 | 25 | 30 |
| WMBD-TV (C) | 24 | 25 | 18 | 19 |
| WCIA (C) (Champaign) | 4 | 4 | 5 | 4 |
| **EVANSVILLE (88)** | | | | |
| WTVW (A) | 35 | 34 | 26 | 30 |
| WFIE-TV (N) | 27 | 26 | 37 | 28 |
| WEHT-TV (C) | 23 | 26 | 24 | 31 |
| **LEXINGTON (89)** | | | | |
| WKYT-TV (C) | 36 | 36 | 55 | 42 |
| WLEX-TV (N) | 32 | 30 | 22 | 31 |
| WTVQ-TV (A) | 16 | 21 | 4 | 10 |
| **TUCSON (90)** | | | | |
| KVOA-TV (N) | 30 | 29 | 29 | 33 |
| KGUN-TV (A) | 26 | 29 | 40 | 18 |
| KOLD-TV (C) | 24 | 25 | 10 | 23 |
| KZAZ-TV | 9 | 7 | 9 | 15 |
| **LANSING (91)** | | | | |
| WJIM-TV (C) | 32 | 32 | 25 | 31 |
| WILX-TV (N) | 26 | 27 | 27 | 21 |
| WJRT-TV (A) (Flint) | 10 | 13 | 5 | 3 |
| WKBD-TV (Detroit) | 6 | 2 | 15 | 8 |
| WOTV (N) (Grand Rapids) | 5 | 4 | 5 | 7 |
| WUHQ-TV (A) (Battle Creek-Kalamazoo) | 4 | 5 | — | 3 |
| WXYZ-TV (A) (Detroit) | 4 | 4 | 3 | 7 |
| WKZO-TV (C) (Kalamazoo) | 3 | 2 | 5 | 7 |
| **BATON ROUGE (92)** | | | | |
| WBRZ (A) | 36 | 34 | 34 | 44 |
| WAFB-TV (C) | 35 | 37 | 40 | 24 |
| WRBT (N) | 18 | 21 | 18 | 19 |
| **FARGO (93)** | | | | |
| WDAY-TV (N) | 37 | 33 | 16 | 35 |
| KXJB (C) (Valley City) | 27 | 30 | 38 | 28 |
| KTHI-TV (A) | 20 | 22 | 37 | 31 |
| **FORT WAYNE (94)** | | | | |
| WPTA (A) | 28 | 29 | 28 | 24 |
| WANE-TV (C) | 27 | 28 | 33 | 24 |
| WKJG-TV (N) | 21 | 24 | 13 | 17 |
| WFFT-TV | 12 | 8 | 14 | 24 |
| **SIOUX FALLS-MITCHELL (95)** | | | | |
| KELO-TV (C) | 44 | 41 | 40 | 44 |
| KSFY-TV (N) | 32 | 32 | 30 | 27 |
| KXON-TV (A) | 10 | 14 | 9 | 10 |
| KCAU-TV (C) (Sioux City) | 3 | 4 | 8 | 4 |
| **HUNTSVILLE-DECATUR-FLORENCE (96)** | | | | |
| WHNT-TV (C) | 33 | 34 | 42 | 27 |
| WAAY-TV (A) | 28 | 29 | 32 | 26 |
| WAFF-TV (N) | 14 | 17 | 8 | 20 |
| WOWL-TV (N) (Florence) | 6 | 6 | 3 | 6 |
| WBRC-TV (A) (Birmingham) | 4 | 3 | 7 | 6 |
| WTBS (Atlanta) | 4 | 3 | 3 | 3 |
| **COLUMBIA, S.C. (97)** | | | | |
| WIS-TV (N) | 46 | 40 | 65 | 47 |
| WLTX-TV (C) | 16 | 20 | 12 | 14 |
| WOLO-TV (A) | 13 | 17 | 6 | 12 |
| WBTW (C/A) (Florence) | 4 | 4 | 2 | 6 |
| WCSC-TV (C) (Charleston) | 3 | 2 | 1 | 3 |
| **BURLINGTON-PLATTSBURGH (98)** | | | | |
| WCAX-TV (C) | 39 | 35 | 35 | 38 |
| WPTZ (N) | 23 | 22 | 27 | 20 |
| WEZF-TV (A) | 11 | 14 | 13 | 11 |
| WMTW-TV (A) (Poland Spring) | 7 | 6 | 11 | 8 |
| **AUSTIN (99)** | | | | |
| KTBC-TV (C) | 33 | 30 | 30 | 25 |
| KVUE-TV (A) | 30 | 30 | 37 | 31 |
| KTVV-TV (N) | 22 | 25 | 14 | 22 |
| KSAT-TV (A) (San Antonio) | 3 | 2 | 3 | 4 |
| **WACO-TEMPLE (100)** | | | | |
| KWTX-TV (A/C) | 37 | 35 | 35 | 36 |
| KCEN-TV (N/C/A) | 26 | 29 | 26 | 16 |
| KTBC-TV (C) (Austin) | 6 | 10 | 3 | 3 |
| KTVT (Fort Worth-Dallas) | 4 | 3 | 2 | 6 |
| WFAA-TV (A) (Dallas-Fort Worth) | 3 | 2 | 4 | 4 |

These are the May sweeps household audience share average for the area of dominant influence for the full telecast day, prime time, access and early fringe in markets 51 through 100. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order and stations in the order of their sign-on to sign-off ranking in each market.

In EDT and PDT areas, prime time is 8 p.m. to 11 p.m., seven days a week. Access time is Monday-Friday, 7:30 p.m. to 8 p.m., and early fringe is Monday-Friday, 4:30 p.m. to 7:30 p.m. In CDT and MDT zones, each is one hour earlier. The Arbitron book notes that some stations are on the air longer than others.

Initials in parentheses indicate network affiliation with ABC, CBS or NBC; stations without initials are indies.

These lists include local network affiliates and share runners-up in each market whether local or indies or distant station, affiliates or independent. Not all stations are listed. A blank under any column means not reported.